GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4549
ANSWERED ON:08.05.2007
ADVERTISEMENTS RELEASED BY DAVP
Reddy Shri Karunakara G.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the advertisements released by Directorate of Advertising and Visual Publicity (DAVP) during the last three years including amount in each case, agency-wise;

(b) the criteria for releasing advertisements to media ; and

(c) the date on which these guidelines were last modified ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): The details of advertisements released by Directorate of Advertising and Visual Publicity (DAVP) to newspapers/periodicals and audio-visual media, during the last three years, are at Annexure. DAVP being the nodal agency of Government of India for advertisements, does not release advertisement through any other agency.

(b) : DAVP issues classified and display advertisements to suitable publications, keeping in view publicity requirements, target readership and area, budgetary provisions and preferences, in consultation with client departments.

(c) : The new Print Advertisement Policy came into effect from 1st June,2006 and the Audio-Visual Advertisement Policy came into effect from 10th November,2006.